



Ann Ladygo



Dan Foley



Cameo



Maple Mound



Joyous



King's Ransom



Campaigner



Raggedy Ann



Lyric



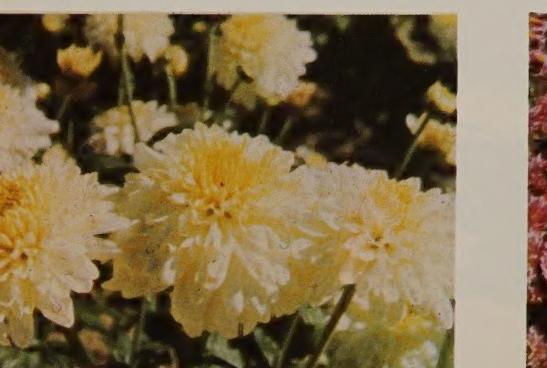
Sparkling



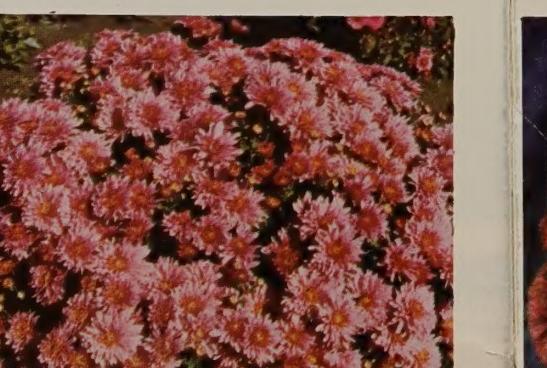
Orinoco



Early Gold



Mitsie



Minnpink



Ruby Mound



Cortis Rice

1961

# Garden Mums

1961

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U.S. Department of Agriculture

## GARDEN MUMS for SPRING SALES

There are two most practical ways in which Mums are easily sold during the spring selling season.

1. The production of garden mums as spring flowering plants is common practice today. Plants in flower, make for an easy selection when customers are purchasing bedding-out material.

Most commercial growers are now familiar with the method by which Garden Mums are brought into flower for the mid-May sales period, but the basic technique stands repeating. A single cutting is potted to a three-inch pot on March 2, pinched March 9, and grown at 60° nights. No shade, no lights. You will have the opportunity selling the blooming plant thru the 'Mother's Day' and 'Decoration Day' season, offering clients that color appeal they desire when making purchases. If any plants are left on hand after the spring-rush season ends, or after flowers fade, the plant can be pruned back partially and lined out and grown on for fall.

2. Important too is the development of garden mums in small pots or trays as pinched plants, bushy and non-blooming, just right and just ready for planting in the home garden. Use this 1961 color poster in your sales area.

To produce bedding plants for your spring selling season, cuttings should be potted or transplanted about 30 days ahead of merchandising, making the pinch one week after planting and running temperatures on the cool side to inhibit bud set.

Many of the garden varieties are suitable for flowering in spring pots. We list a few of the better ones.

### White

Ostosa  
White Rice  
Chris Columbus  
Corsage Cushion  
Jessamine Williams  
Lyric  
Mitsie

### Yellow

Pomponette  
King's Ransom  
Yellow Chris. Columbus  
Chiquita  
Newton  
Yellow Spoon  
Yellow Pomponette

### Bronze & Red

Bronze Queen  
Lawrence Blaney  
Tiny Rubies  
Lipstick  
Remembrance  
Dollie-ette  
Toronto

### Pink & Lavender

Minnpink  
Purple Waters  
Spellbound  
Ann Ladygo  
Joybringer  
Mischief  
Fuchsia Fairy

## THE BEST — 1961

# Garden Mums

"He who plants a garden, plants happiness"  
—Old Chinese Proverb

## Plant America!

### — TO INCREASE SALES

#### MUMS FOR FIELD PLANTING

Many growers plant to the field only for the fall trade. Have you considered urging people to buy clumps in late summer instead of waiting until plants show color or are in full bloom? At best, the selling season is short, especially when sales are not started until the field is in full bloom. By encouraging a late summer planting in gardens — mums will

establish better for a good fall show, at the same time permit you to grow better plants for them than they could hope to achieve, and thereby give you a longer selling season. A point to remember, if you do field-plant, be sure to first pot or transplant cuttings for a hardening off period before lining out to field rows. It pays!

## MUM VARIETIES and TYPES

After more than 25 years in the quantity production of Garden Mums for the wholesale trade, the greatest demand remains among varieties exhibiting the largest mass of flowers in good, intense, lasting colors. In this category are varieties of cushion form and the varieties of bushy habit which offer a profuse display of bloom.

Among other popular kinds today, though production volume is considerably less compared to the cushions and regular types, are novelties such as spoons and footballs — the giants. In studying commercial buying habits, it has been observed there is interest in the novelties, though once the ultimate buyer makes a visual comparison between the very large,

sparse flowered types, and between the massive display shown on short and medium height types, then the decision is made to purchase the latter. This points to the gardening need, not for a single, spectacular flower, on plants often tall and leggy, but for short and medium height plants, bearing larger flowers — borne in real profusion. This is understandable, people are alike and exacting in their wants in garden flowers — they want plants in the garden which supply both landscape effect for long periods and cutting material suitable for inside decoration. On this list are varieties found best to fulfill this market, and effort is made each year to further improve the selection for you.

## USE THIS 1961 GARDEN MUM POSTER IN YOUR SALES DISPLAY

### White

	Height	Flowering Date
CRYSTAL MAID.	Med.	Sept. 15
MARTIN'S WHITE.	Short	Sept. 15
NANOOK.	Short	Sept. 15
POWDERPUFF.	Short	Sept. 20
PRARIE MOON.	Tall	Sept. 20
PRINCESS KAY.	Tall	Sept. 20
JESSAMINE WILLIAMS.	Med.	Sept. 25
OSTOSA.	Short	Sept. 25
RAGGEDY ANN.	Short	Sept. 25
SHALIMAR.	Med.	Sept. 25
WHITE RICE.	Short	Sept. 25
CHRIS COLUMBUS.	Med.	Oct. 1
CORSAGE CUSHION.	Short	Oct. 1
JACK FROST.	Short	Oct. 1
JULIE B.	Short	Oct. 1
SPINDRIFT.	Med.	Oct. 1
AVALANCHE.	Med.	Oct. 5
GLACIER.	Short	Oct. 5
LYRIC.	Short	Oct. 5
MITSIE.	Med.	Oct. 5
WHITE CLOUD.	Med.	Oct. 5
CLASSIC.	Tall	Oct. 10

### Pink & Lavender

CECIL BEED.	Deep lavender-pink; free flowering	Med. Sept. 15
GREMLIN.	Orchid pink pompon; low growing	Short Sept. 15
MINNEHAHA.	2½-inch flowers of coral pink, cushion	Short Sept. 15
ORCHID HELEN.	Orchid-pink; sturdy and strong	Short Sept. 15
COQUETTE.	Rose-pink cushion for early season	Short Sept. 20
MINNPINK.	Clear rose-pink cushion	Short Sept. 20
AMELIA.	Lavender pink cushion, excellent old timer	Short Sept. 25
CAMEO.	A short, perfectly rounded globe, pink cushion	Short Sept. 25
CECELIA.	Purple cushion; globular habit	Short Sept. 25
JOAN HELEN.	Garnet-purple, shading to crimson	Short Sept. 25
PINK SPOON CUSHION.	Pink; large, full flower	Short Sept. 25
PURPLE CUSHION.	Purple-red flowers; shapely habit	Short Sept. 25
PURPLE QUEEN.	Deep purple cushion; fine growth habit	Short Sept. 25
PURPLE WATERS.	Early deep purple, 3-inch flowers	Med. Sept. 25
ROSE QUEEN.	Rose-red; shapely cushion habit	Short Sept. 25
SEPTEMBER CHEER.	Vivid pink; cushion habit	Short Sept. 25
SEPTEMBER DAWN.	Rose-pink; prolific short pink	Short Sept. 25
SPELLBOUND.	Brilliant lavender. Medium double flowers	Med. Sept. 25
ARISTOCRAT.	Deep cerise overcast claret; sturdy	Med. Sept. 28
ALERT.	Large, dark purple with a silvery cast	Med. Sept. 28
SALUTE.	Deep purple flowers. Cushion	Short Sept. 28
ALLEGRO.	Shrimp-pink shaded copper. Cushion type	Med. Oct. 1
EVELYN DEVANEY.	True shell-pink; vigorous and clear	Med. Oct. 1
FUCHSIA FAIRY.	Profuse, light pink cushion	Short Oct. 1
HELEN BOGUE.	Massive light purple; disbud for football	Med. Oct. 1
JOYOUS.	Lavender rosy-pink cushion. Prolific bloom	Short Oct. 1
LOVELY LASS.	Delicate pink. Cushion	Short Oct. 1
OLD LAVENDER.	Large pure lavender; strong and sturdy	Tall Oct. 1
PATRICIA LEHMAN.	Sparkling peach-pink	Med. Oct. 1
STYLISH.	Large deep rose flushed raspberry-cerise	Med. Oct. 1
SPARKLING.	3-inch rose-geranium pink; lustrous foliage	Med. Oct. 1
ANN LADYGO.	Pink anemone cushion; flowers in mass	Short Oct. 5
BETTY.	Bright salmon-pink; large, upright, sturdy	Tall Oct. 5
JOYBRINGER.	Salmon-rose, large pompon; wide growth	Short Oct. 5
MAJOR CUSHION.	Lavender-rose cushion; rounded habit	Short Oct. 5
MISCHIEF.	Rosy red, bold yellow centers	Med. Oct. 5

### Bronze & Red

	Height	Flowering Date
AUTUMNSONG.	Short	Sept. 10
TECUMSEH.	Short	Sept. 10
APRICOT GLOW.	Short	Sept. 15
DANDY.	Med.	Sept. 15
EARLY CRIMSON.	Med.	Sept. 15
EARLY HARVEST.	Short	Sept. 15
POMPONETTE.	Short	Sept. 20
BRONZE QUEEN.	Short	Sept. 20
FLAMBOYANT.	Med.	Sept. 20
GEORGE LUXTON.	Med.	Sept. 20
MINNBRONZE.	Short	Sept. 20
TORONTO.	Short	Sept. 20
CAMPAIGNER.	Med.	Sept. 22
RUBY MOUND.	Short	Sept. 22
COMMANDER CUSHION.	Short	Sept. 25
CROWNING GLORY.	Tall	Sept. 25
LAWRENCE BLANEY.	Med.	Sept. 25
ORINOCO.	Short	Sept. 25
RED ELF.	Short	Sept. 25
MAHOGANY CUSHION.	Short	Sept. 25
MIKADO.	Tall	Sept. 25
ROUGE CUSHION.	Med.	Sept. 25
SCARLET CRIMSON.	Med.	Sept. 28
ADMIRATION.	Med.	Oct. 1
CHOCOLATE DROP.	Med.	Oct. 1
DAN FOLEY.	Short	Oct. 1
LIPSTICK.	Short	Oct. 1
REDWOOD.	Short	Oct. 1
ROYALIST.	Med.	Oct. 1
RUBESCENT CUSHION.	Short	Oct. 1
COURAGEOUS.	Med.	Oct. 1
ELITE CUSHION.	Short	Oct. 5
HUNTSMAN.	Tall	Oct. 5
INDIAN RED.	Med.	Oct. 5
RED VELVET.	Med.	Oct. 5
REMEMBRANCE.	Med.	Oct. 5
TINY RUBIES.	Short	Oct. 5
DOLLI-ETTE.	Med.	Oct. 10

### Yellow

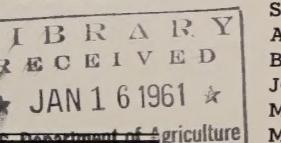
	Height	Flowering Date
CORTIS RICE.	Tall	Sept. 10
CREAMPUFF.	Short	Sept. 15
EARLY GOLD.	Short	Sept. 15
LEMON DROP.	Short	Sept. 15
MARTIN'S YELLOW.	Short	Sept. 15
ORANGE & GOLD CUSHION.	Short	Sept. 15
PATHFINDER.	Med.	Sept. 15
YELLOW CUSHION.	Short	Sept. 15
YELLOW POMPONETTE.	Short	Sept. 15
GOLDEN FANTASY.	Short	Sept. 20
GOLD BUTTON.	Med.	Sept. 20
TONKA.	Med.	Sept. 20
LEE DICK.	Short	Sept. 25
MAPLE MOUND.	Short	Sept. 25
ASTORIA.	Med.	Sept. 25
BUTTERSCOTCH.	Med.	Sept. 28
GOLD RIBBON.	Short	Oct. 1
JOHN MILBRATH.	Med.	Oct. 1
KING'S RANSOM.	Med.	Oct. 1
MOJAVE GOLD.	Med.	Oct. 1
MOONLIGHT.	Med.	Oct. 1
YELLOW CHRIS COLUMBUS.	Med.	Oct. 1
CHARLES NYE.	Med.	Oct. 5
CHIQUITA.	Short	Oct. 5
LEE POWELL.	Med.	Oct. 5
NEWTON.	Med.	Oct. 5
YELLOW SPOON.	Med.	Oct. 5
YELLOW SUPREME.	Short	Oct. 5
RUBY BREITHAUPT.	Med.	Oct. 10

## 1961 GARDEN MUMS

## CUNNINGHAM GARDENS

INCORPORATED

WALDRON, INDIANA



## 1961 GARDEN MUMS

# **GYPSOPHILA** (Babysbreath)

## **PRICE SCHEDULE**

**250 @ 1000 rate. Quantities in multiples of 25 only;  
we are wholesale producers.**

### **BRISTOL FAIRY.**

**Price: 25 @ \$5.50; 100 @ \$20.00; 1000 @ \$180.00.**

### **PERFECTA.**

**Price: 25 @ \$6.25; 100 @ \$22.00; 1000 @ \$200.00.**

### **PINK FAIRY.**

**Price: 25 @ \$6.25; 100 @ \$22.00; 1000 @ \$200.00.**

*Cunningham Gardens* G R A R Y  
INCORPORATED RECEIVED

**WALDRON, INDIANA**

★ JAN 16 1961

U. S. Department of Agriculture

(This record is A19902916)

value of the products of natural gas

exceeded one billion dollars.

200,000,000

million in 1991 alone. And sales to the

international market increased

500% in 1991 due to increased sales in

Europe and

Asia. Total sales were estimated at \$1.5

billion in 1991 and \$1.8 billion in 1992.

It is estimated that the market for

natural gas

and oil in India will grow rapidly

# PRICE SCHEDULE

(Prices are based upon the quantity of each variety ordered)

25 rooted cuttings, one variety .....	@ \$2.00 per unit
50 rate, one variety .....	@ \$3.50 per unit
100 rate, one variety .....	@ \$6.00 per 100
500 rate, one variety .....	@ \$5.50 per 100

The above prices are for YOUR selection of varieties

## SHIPPING INFORMATION

1. **DELIVERIES.** All orders are shipped, F.O.B. Indiana, via Railway Express collect, unless otherwise directed. If parcel post shipments are desired be sure to allow sufficient postage with your order. Excess parcel post funds are refunded.
2. **CLAIMS.** Cuttings are well rooted and in thriving condition when accepted by the transportation company. OUR RESPONSIBILITY CEASES WHEN THE DELIVERING CARRIER ACCEPTS SHIPMENT. If damage should occur enroute, have your AGENT inspect shipment and assist you in properly filing the claim for loss. In any event advise us at once should there be damage or loss in transit.
3. **PACKAGING.** We are aware of the variable conditions which prevail in shipping perishable plants. Our packaging assures safe arrival of cuttings, if properly handled in transit.
4. **SUBSTITUTION.** When substitution is permitted, equal or better varieties are used, attempting to further improve the selection. Often very minor substitution, if permitted, will complete an order in full in one shipment, thus eliminate the delay and expense of subsequent shipment. Please designate on your order if you cannot accept minor substitution.
5. **AVAILABILITY.** Rooted cuttings are in production until July 15th. 25 of each variety is the minimum that can be supplied, and all quantities must be in multiples of 25 because of the package design. MINIMUM REGULAR ORDER, 300 rooted cuttings. MINIMUM COLLECTION ORDER, 500 rooted cuttings.
6. **DISCOUNT POLICY.** 30 day advance orders with remittance: 3%. Charge orders: 2% 10 days. All invoices are due and payable 30 days after invoice date; payment should accompany all orders unless credit has been established. 1% interest per month charged on past due accounts.
7. **LIMITATION OF WARRANTY.** We warrant to the extent of the purchase price, that rooted cuttings sold are as described, within recognized tolerance. We give no other or further warranty, express or implied.

## 1961 COLLECTION RATES — VARIETIES OUR SELECTION

### Balanced Assortment of Colors

Collection No. 1	Collection No. 2	Collection No. 3	Collection No. 4
To flower for spring sales	Cushion, Garden, spoon, football and daisy.	Cushion varieties only	Varieties best for cutting

These collections are designed and offered with you, the grower and merchandiser, in mind. Collections are available as an aid to rapid expedition of rush orders, and thereby permit prices more reasonable to you. Also, collections are made available in case you are not completely familiar with all varieties and so you can depend upon our experience in selection and evaluation. Just let us know the types preferred.

COLLECTION  
PRICES

500 R. C. ....	@ \$ 28.00
800 R. C. ....	@ \$ 44.00
1000 R. C. ....	@ \$ 54.00
2000 R. C. ....	@ \$105.00
5000 R. C. ....	@ \$250.00

MINIMUM COLLECTION  
ORDER — 500 R. C.

*Cunningham Gardens*

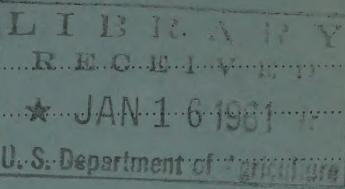
INCORPORATED

WALDRON, INDIANA

# 1961 ORDER SHEET

Sold To .....

Ship To .....



Date of Order .....

Shipping Date .....

Ship Via .....

Amount Enclosed .....

## 1961 PRICE SCHEDULE

25 of one variety .....	\$2.00 per unit
50 rate, one variety .....	\$3.50 per unit
100 rate, one variety .....	\$6.00 per 100
500 rate, one variety .....	\$5.50 per 100

**SUBSTITUTIONS PERMITTED**

**NO SUBSTITUTIONS PERMITTED**

Minimum regular order, 300 rooted cuttings

Minimum collection order, 500 rooted cuttings

## White

Quan.	Variety	Amt.
.....	Crystal Maid	.....
.....	Martin's White	.....
.....	Nanook	.....
.....	Powderpuff	.....
.....	Prairie Moon	.....
.....	Princess Kay	.....
.....	Jessamine Williams	.....
.....	Ostosa	.....
.....	Raggedy Ann	.....
.....	Shalimar	.....
.....	White Rice	.....
.....	Chris Columbus	.....
.....	Corsage Cushion	.....
.....	Jack Frost	.....
.....	Julie B.	.....
.....	Spindrift	.....
.....	Avalanche	.....
.....	Glacier	.....
.....	Lyric	.....
.....	Mitsie	.....
.....	White Cloud	.....
.....	Classic	.....

## Pink & Lavender

Quan.	Variety	Amt.
.....	Joan Helen	.....
.....	Pink Spoon Cushion	.....
.....	Purple Cushion	.....
.....	Purple Queen	.....
.....	Purple Waters	.....
.....	Rose Queen	.....
.....	September Cheer	.....
.....	September Dawn	.....
.....	Spellbound	.....
.....	Aristocrat	.....
.....	Alert	.....
.....	Salute	.....
.....	Allegro	.....
.....	Evelyn Devaney	.....
.....	Fuchsia Fairy	.....
.....	Helen Bogue	.....
.....	Joyous	.....
.....	Lovely Lass	.....
.....	Old Lavender	.....
.....	Patricia Lehman	.....
.....	Stylish	.....
.....	Sparkling	.....
.....	Ann Ladygo	.....
.....	Betty	.....
.....	Joybringer	.....
.....	Major Cushion	.....
.....	Mischief	.....

## Yellow

Quan.	Variety	Amt.
.....	Cortis Rice	.....
.....	Creampuff	.....
.....	Early Gold	.....

## Yellow

Quan.	Variety	Amt.
.....	Lemon Drop	.....
.....	Martin's Yellow	.....
.....	Orange - Gold Cush.	.....
.....	Pathfinder	.....
.....	Yellow Cushion	.....
.....	Yellow Pomponette	.....
.....	Golden Fantasy	.....
.....	Gold Button	.....
.....	Tonka	.....
.....	Lee Dick	.....
.....	Maple Mound	.....
.....	Astoria	.....
.....	Butterscotch	.....
.....	Gold Ribbon	.....
.....	John Milbrath	.....
.....	King's Ransom	.....
.....	Mojave Gold	.....
.....	Moonlight	.....
.....	Yel. Chris Columbus	.....
.....	Charles Nye	.....
.....	Chiquita	.....
.....	Lee Powell	.....
.....	Newton	.....
.....	Yellow Spoon	.....
.....	Yellow Supreme	.....
.....	Ruby Breithaupt	.....

## Bronze & Red

Quan.	Variety	Amt.
.....	Autumnsong	.....
.....	Tecumseh	.....
.....	Apricot Glow	.....
.....	Dandy	.....

## Pink & Lavender

Quan.	Variety	Amt.
.....	Cecil Beed	.....
.....	Gremlin	.....
.....	Minnehaha	.....
.....	Orchid Helen	.....
.....	Coquette	.....
.....	Minnpink	.....
.....	Amelia	.....
.....	Cameo	.....
.....	Cecelia	.....

Remember! You SAVE by using the 30-day early order, cash remittance, discount. This 3% discount is your cash saving, and it allows us a period of at least 30 days to schedule your order and to serve you better.

*Cunningham Gardens*

INCORPORATED

WALDRON, INDIANA

# GYPSOPHILA

Babysbreath

The following varieties are offered as 2 $\frac{1}{4}$ " plants, developed in peat pots, produced for the garden store merchandiser, the florist and nurseryman, and for the cut flower plantsman. Shipments are made throughout all the spring months, March, April, May and June. The plants are own-root propagated, most ideal for developing vigorous, thriving plants.

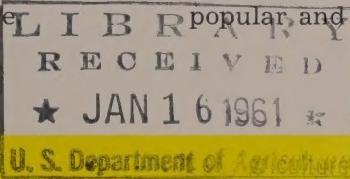


*Pink Fairy*

**BRISTOL FAIRY.** The standard of perfection in double babysbreath. Pure-white flowers, nicely spaced, on stems just right for floral use. The home gardener also accepts this large flowered variety as the ideal white for perennial garden planting.

**PERFECTA.** The Bristol Fairy variety originated in 1927, and still retains great popularity today, but now a new one is available with larger flowers, though more widely spaced. Stem lengths are the same and foliage and habit is similar. So, in Perfecta, the larger flower is its exquisite feature.

**PINK FAIRY.** For many years a really good pink babysbreath has been needed, one distinguished by large flowers, supported on plants even and tidy in habit. The flower size of Pink Fairy is comparable to Perfecta, often  $\frac{1}{2}$ " across, fully double, a bright clear pink. The short flower stems, however, are better adapted to small floral arrangements or corsage work, and low, spreading growth permits extensive use in the hardy garden — where a good pink babysbreath is especially needed. This new variety is sure to become very popular and stand as a leader for many years.



**CUNNINGHAM GARDENS, Inc.**  
**WALDRON, INDIANA**

